Enjoy Matchless Performances by the World's Greatest Artists on Columbia Records!

COLUMBIA MASTERWORKS ARTISTS

■ CONDUCTORS

SIR THOMAS BEECHAM, Bart.
LEONARD BERNSTEIN
AARON COPLAND
LEHMAN ENGEL
MORTON GOULD
HOWARD HANSON
HERRERT VON KARAJAN
ANDRE KOSTELANETZ
EFREM KURTZ
ERICH LEINSDORF
WILLEM MENGELBERG
DARIUS MILHAUD
DIMITRI MITROPOULOS
EUGENE ORMANDY
FRITZ REINER
ARTUR RODZINSKI
SIR MALCOLM SARGENT
LEOPOLD STOKOWSKI
IGOR STRAVINSKY
GEORGE SZELL
VIRGIL THOMSON
BRUNO WALTER
FELIX WEINGARTNER

■ ORCHESTRAS

BAYREUTH FESTIVAL ORCHESTRA
CHICAGO SYMPHONY
THE CLEVELAND ORCHESTRA
THE CONCERTGEBOUW ORCHESTRA
LITTLE ORCHESTRA SOCIETY
LIVERPOOL PHILHARMONIC ORCHESTRA
LOUISVILLE ORCHESTRA
METROPOLITAN OPERA ASSOCIATION
MINNEAPOLIS SYMPHONY ORCHESTRA
THE PHILADELPHIA ORCHESTRA
PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK
PITTSBURGH SYMPHONY
PRADES FESTIVAL ORCHESTRA
ROBIN HOOD DELL ORCHESTRA OF PHILADELPHIA
ROCHESTER PHILHARMONIC
ROYAL PHILHARMONIC ORCHESTRA
THE VIENNA PHILHARMONIC

■ VOCAL ARTISTS

PIERRE BERNAC
LEONARD DE PAUR
DON COSSACK CHORUS
NELSON EDDY
KATHLEEN FERRIER
MARTYN GREEN
DOROTHY KIRSTEN
CHARLES KULLMAN
LOTTE LEHMANN
GEORGE LONDON
DENNIS MORGAN
MORMON TABERNACLE CHOIR (J. SPENCER CORNWALL)
CLAUDIA MUZIO
ELENA NIKOLAIDI
EZIO PINZA
LILY PONS
PAUL ROBESON
SALT LAKE CITY TABERNACLE CHOIR
BIDÚ SAYÃO
ELISABETH SCHWARZKOPF
IRMGARD SEEFRIED
VIVIENNE SEGAL
CESARE SIEPI
MARTIAL SINGHER
ELEANOR STEBER
RISË STEVENS
JENNIE TOUREL
HELEN TRAUBEL
RICHARD TUCKER
VIENNA CHOIR BOYS
RAMON VINAY
WILLIAM WARFIELD
GENEVIEVE WARNER
LJUBA WELITCH
WESTMINSTER CHOIR

■ CHAMBER MUSIC

BUDAPEST STRING QUARTET
JUILLIARD STRING QUARTET
NEW MUSIC STRING QUARTET
NEW YORK QUARTET

■ VIOLINISTS

ADOLF BUSCH
ZINO FRANCESCATTI
BRONISLAW HUBERMANN
NATHAN MILSTEIN
MICHAEL RABIN
ALEXANDER SCHNEIDER
TOSSY SPIVAKOVSKY
ISAAC STERN
JOSEPH SZIGETI

■ VIOLIST

WILLIAM PRIMROSE

■ 'CELLISTS

PABLO CASALS
EMANUEL FEUERMANN
GREGOR PIATIGORSKY
LEONARD ROSE

■ PIANISTS

ISOLDE AHLGRIMM
CLAUDIO ARRAU
BÉLA BARTÓK
FERRUCCIO BUSONI
ROBERT CASADESUS
HARRIET COHEN
CLIFFORD CURZON
EUGENE D'ALBERT
CLAUDE DEBUSSY
MANUEL DE FALLA
VLADIMIR DE PACHMANN
ERNST VON DOHNÁNYI
GABRIEL FAURÉ
RUDOLF FIRKUSNY
WALTER GIESEKING
GOLD & FIZDALE
ENRIQUE GRANADOS
EDVARD GRIEG
MYRA HESS
JOSEF HOFMANN
MIECZYSLAW HORSZOWSKI
EUGENE ISTOMIN
RALPH KIRKPATRICK
THEODORE LESCHETIZKY
OSCAR LEVANT
DINU LIPATTI
GUSTAV MAHLER
WITOLD MALCUZYNSKI
IGNACE PADEREWSKI
FRANCIS POULENC
MAURICE RAVEL
MAX REGER
CHARLES C. SAINT-SAËNS
GYORGY SANDOR
XAVIER SCHARWENKA
ALEXANDER SCRIABIN
RUDOLF SERKIN
RICHARD STRAUSS
ALEC TEMPLETON
VRONSKY & BABIN

■ ORGANISTS

E. POWER BIGGS
VIRGIL FOX
ALBERT SCHWEITZER

■ GUITARIST

ANDRES SEGOVIA

■ FROM THE THEATER

JUDITH ANDERSON
JEAN ARTHUR
SHIRLEY BOOTH
CHARLES BOYER
CAROL CHANNING
NOEL COWARD
ALFRED DRAKE
SIR CEDRIC HARDWICKE
HELEN HAYES
HAROLD LANG
CHARLES LAUGHTON
MARY MARTIN
RAYMOND MASSEY
AGNES MOREHEAD
EDWARD R. MURROW
TYRONE POWER
BASIL RATHBONE
ORSON WELLES
VERA ZORINA

■ AUTHORS

TRUMAN CAPOTE
JEAN COCTEAU
JOHN COLLIER
EDNA FERBER
ALDOUS HUXLEY
CHRISTOPHER ISHERWOOD
SOMERSET MAUGHAM
KATHERINE ANN PORTER
CARL SANDBURG
WILLIAM SAROYAN
EDITH SITWELL
SIR OSBERT SITWELL
SACHEVERELL SITWELL
JOHN STEINBECK

■ WORLD FIGURES

BERNARD BARUCH
RALPH BUNCHE
EVE CURIE
WILL DURANT
HELEN KELLER
ELEANOR ROOSEVELT

COLUMBIA POPULAR AND JAZZ ARTISTS

■ VOCALISTS

JERRI ADAMS
PEARL BAILEY
TONY BENNETT
RICHARD BOWERS
JIMMY BOYD
CHAMP BUTLER
MINDY CARSON
MAURICE CHEVALIER
THE CHORDETTES
BUDDY CLARK
ROSEMARY CLOONEY
LES COMPAGNONS DE LA CHANSON
JILL COREY
BING CROSBY
JANETTE DAVIS
DORIS DAY
MARLENE DIETRICH
JOSE FERRER
THE FOUR LADS
JACQUELINE FRANÇOIS
JUDY GARLAND
GENEVIÈVE
TERRY GILKYSON
ARTHUR GODFREY
JULIETTE GRECO
MERV GRIFFIN
HALELOKE
MARTHA LOU HARP
MAHALIA JACKSON
HERB JEFFRIES
PEGGY KING
FRANKIE LAINE
ELLA LOGAN
THE MARINERS
MARION MARLOWE
GUY MITCHELL
FRANK PARKER
PATACHOU
PAULETTE SISTERS
GAYLA PEEVEY
BROC PETERS
JOHNNIE RAY
FELICIA SANDERS
DINAH SHORE
LU ANN SIMMS
FRANK SINATRA
JO STAFFORD
TATTLE TALES
JERRY VALE
VAL VALENTE
HELEN WARD
JOAN WEBER

■ ORCHESTRAS

BELA BABAI
BELMONTE
LES BROWN
FRANKIE CARLE
OTTO CESANA
XAVIER CUGAT
EDDY DUCHIN
LES ELGART
PERCY FAITH
AL GOODMAN
DICK JURGENS
SAMMY KAYE
KAY KYSER
GEORGE LIBERACE
ART LOWRY
MITCH MILLER
RAY NOBLE
TONY PASTOR
LOUIS PRIMA
PHIL SPITALNY
DAN TERRY
CLAUDE THORNHILL
MAREK WEBER
PAUL WESTON
FRANKIE YANKOVIC

■ JAZZ STARS

LOUIS ARMSTRONG
MILDRED BAILEY
CHET BAKER
COUNT BASIE
BIX BEIDERBECKE
DAVE BRUBECK
BUCK CLAYTON
EDDIE CONDON
JIMMY DORSEY
DUKE ELLINGTON
ERROLL GARNER
BENNY GOODMAN
BOBBY HACKETT
WOODY HERMAN
BILLIE HOLIDAY
HARRY JAMES
GENE KRUPA
BERNIE LEIGHTON
JIMMIE LUNCEFORD
WINGY MANONE
JELLY ROLL MORTON
TURK MURPHY
WALLY ROSE
PETE RUGOLO
HAZEL SCOTT
RAYMOND SCOTT
ARTIE SHAW
BESSIE SMITH
JESS STACY
RALPH SUTTON
ART VAN DAMME
SARAH VAUGHAN
LEE WILEY
TEDDY WILSON

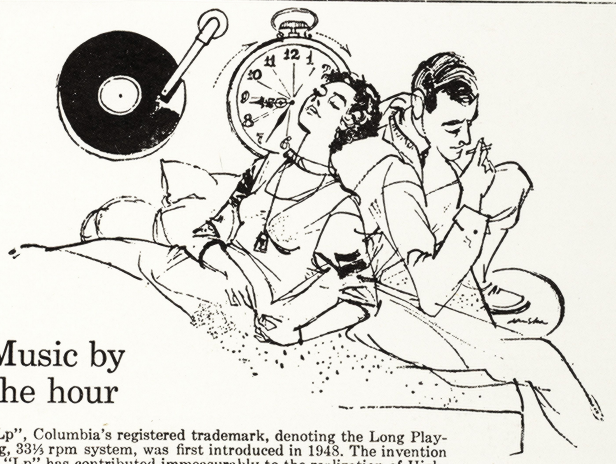
■ SPECIALTY

GERTRUDE BERG
RED BLANCHARD
VICTOR BORGE
RED BUTTONS
ART CARNEY
THE GOLDMAN BAND
KEN GRIFFIN
HEALY AND HAYES
BEATRICE KAY
DANNY KAYE
JACK LA DELLE
LIBERACE
NORMAN LUBOFF
MARAIS AND MIRANDA
NORMAN PARIS
ANNA RUSSELL
DOROTHY SHAY
RED SKELTON
TOOTS THIELEMANS
ALEC WILDER

COLUMBIA CHILDREN'S ARTISTS

GENE AUTRY
ART CARNEY
ROSEMARY CLOONEY
CLIFF EDWARDS
PERCY FAITH
TOM GLAZER
BURL IVES
ROCKY JONES
GENE KELLY
MR. I. MAGINATION
MARAIS & MIRANDA
THE MARINERS
ROBIN MORGAN
LU ANN SIMMS

A HIGH FIDELITY RECORDING DESIGNED AND ENGINEERED AT COLUMBIA SOUND LABORATORIES



Music by the hour

"Lp", Columbia's registered trademark, denoting the Long Playing, 33⅓ rpm system, was first introduced in 1948. The invention of "Lp" has contributed immeasurably to the realization of High-Fidelity sound, to the ease of playing and storing records and, even to the form music itself is assuming, for with up to thirty minutes or more of uninterrupted music on a single side of a modern Long Playing record, the performer, as well as the listener, has inherited new freedom and new musical dimensions.

Enjoy recorded music more on Long Playing records. And look for the symbol "Lp" on the record jacket—the exclusive trademark of Columbia, originator of the Long Playing record!

Variable Groove... a technical note

One of the many astounding developments made possible by the introduction of the Long Playing record is a Columbia technique known as Variable Groove. This special feature of many Columbia "Lp" records increases the number of record grooves per inch of record surface from the normal Microgroove minimum of 224 lines to a new maximum of 365 lines per inch. The distance between the grooves on a record must be greater in the louder passages than it is in the softer ones. Until the introduction of Variable Groove, this distance was uniform, equivalent throughout the record to the distance necessary for its loudest passages. With Variable Groove, the distance between the grooves varies with volume of sound, permitting shorter distances in softer passages and, therefore, allowing more grooves per inch.

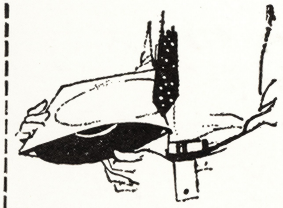
A dramatic example of the advantage offered by Variable Groove is the recently released Columbia recording of Beethoven's 2nd and 4th Symphonies, by the Philharmonic-Symphony Orchestra of New York, Bruno Walter conducting, ML 4596, *sixty-five minutes of music* on a single twelve-inch Long Playing record.

Variable Groove has one characteristic sometimes noticeable to the eye. Where it has been employed in manufacture, the vinylite surface assumes a somewhat duller cast than the normal, deep-black color. If your Columbia records sometimes have this characteristic, don't be alarmed. You are listening to a Variable Groove "Lp" by Columbia, and you are therefore enjoying more music better recorded than would have been possible otherwise.

Take Care of Your Records...

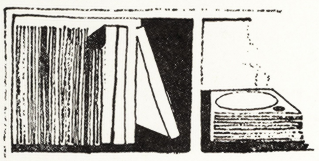
Your Columbia records are a permanent library of great performances. The following important safeguards have been established by William S. Bachman, Director of Columbia Records Sound Laboratories, as a guide for preserving your records:

1. Always handle your record by its edges, or by one edge and the center. Never touch the playing surface (or grooves) of the record.



2. Buckle the record jacket when removing or replacing your record.

3. Before playing, wipe the record lightly with a soft, slightly damp cloth.



4. Store albums vertically; store single records (45 standard of Extended Play and 78 rpm) either on edge or flat in stacks.

A final note of caution: Despite modern improvements in phonograph needles, *no needle is permanent.* And a worn needle irreparably damages the delicate grooves of your records.

Columbia High Fidelity

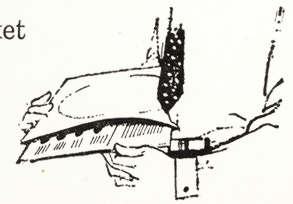
To owners of Columbia records, High Fidelity means the distinctive matching of all the ingredients that make up a fine recorded performance by Columbia.

- Columbia records are manufactured by the leaders in the scientific development of High-Fidelity Sound. Their quality has been unsurpassed for sixty-five years.
- Performances recorded on Columbia records are by the world's leading artists under the creative technical supervision of the finest sound engineers.
- Columbia's origination of the modern Long Playing record, its introduction of the first compact High-Fidelity phonograph, the famous "360" and "360K", and the complete line of electro-sonically inspected Columbia Needles complete the assurance Columbia offers you of true High-Fidelity sound on Columbia records.

Columbia's New *Inner Shield* Jacket

This new exclusive feature of Columbia "Lp" Records offers double protection:

1. *By completely enclosing the record in heavy cardboard, the* INNER SHIELD *prevents dust particles from collecting on playing surfaces.*
2. *By adding an extra thickness of cardboard around record the* INNER SHIELD *protects the record against external damage.*



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COLUMBIA RECORDS